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United States Department of Agriculture
Forest Service
FS-441

Showcasing Mineral Activities

Partnerships in Action

Introduction

A mineral showcase area is a place to demonstrate that minerals can be extracted from the earth in a way that integrates other resource values and uses of the land. On National Forests and Grasslands, this means that the mineral operation is consistent with the management objectives of the Forest Plan. It also means that as mineral extraction is completed, the land will be reclaimed for other beneficial uses in harmony with the surrounding area.

Society today is highly dependent upon minerals and fossil fuels. Yet, many people feel that the impacts from mining and mineral extraction on public lands are unacceptable. Mineral showcase areas are places to discuss the idea of "caring for the land and serving people." They provide opportunities for people to see and understand mineral operations in an era of environmental awareness.

The purpose of this brochure is to introduce to land managers and industry officials the concept of showcasing mineral activities. In essence, the concept involves establishing one or more showcase areas and interpreting for the public what is going on there so that the idea of responsible natural resource management is conveyed.

To enhance implementation, it would be helpful to establish corporate and agency showcasing objectives and to obtain the mineral showcasing guide.

Mineral Showcasing Objectives

Mineral Activities in a Multiple-Use Setting

The primary objective of showcasing mineral activities is to demonstrate mineral extraction in harmony with other natural resources and values.

Partnerships in Action

Another objective of mineral showcasing is to demonstrate the partnerships involved—land management agency, mineral industry, local government and others—in natural resource development.

Selecting the Area

Showcase areas should encompass ongoing mineral operations having a variety of visible surface impacts. They should be areas of interest to the public, where activities are being guided by a land management plan or a set of integrated land use objectives.

Criteria for selecting a showcase area include:

- It is easily accessible.
- It is capable of accommodating visitors safely.
- It demonstrates good management practices and integrated resource management.
- It is supported by industry and cooperating agencies.

Gaining Support for the Idea

The best mineral demonstration areas are those where there is a high level of cooperation between industry and the various permitting and regulatory agencies. Therefore, in establishing and interpreting mineral showcase areas, consideration for involvement should be given to a variety of cooperators.

Planning and Organizing

Once the showcase area has been selected and the concept is supported by the major cooperators, the roles of the various parties need to be defined and documented.

- Consider the need for a Memorandum of Understanding or other formal agreement.
- A mineral showcase action plan showing who is going to do what and when would be helpful.

Telling the Story

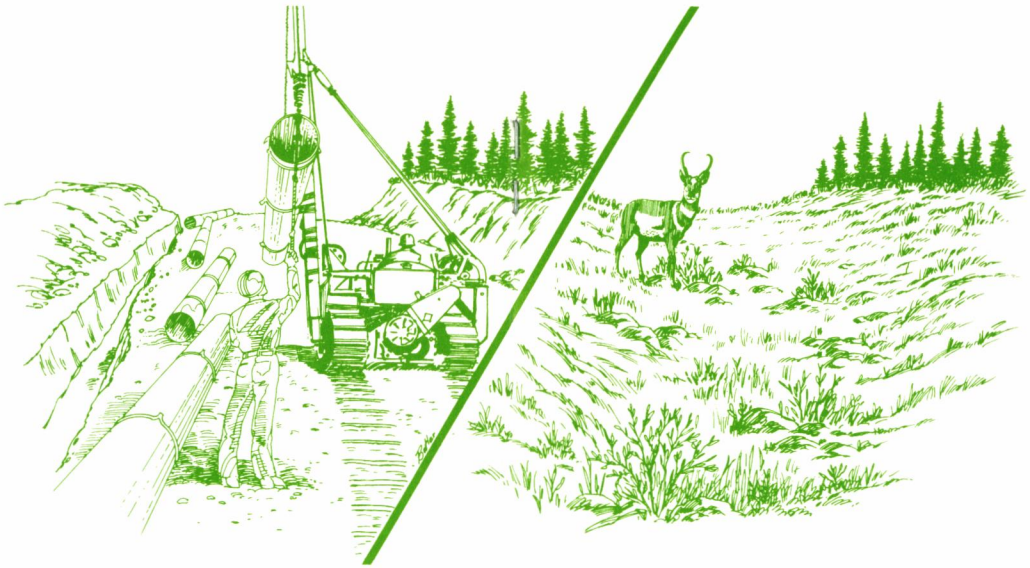
After the administrative arrangements are in place, the cooperators can focus on telling the story. Three key questions need to be answered. Collectively they provide a sound basis for achieving the showcase objectives.

The Message—What Do We Want To Say?

The overall showcase objectives, previously identified, deal with mineral activities in a multiple-use setting and partnerships in action. As cooperators pursue mineral showcasing, they need to develop the specific message to be conveyed for the particular mineral showcase area.

The Audience— Whom Do We Want To Get the Message?

Mineral showcase messages directed to specific groups of people stand a better chance of acceptance by their intended audience.

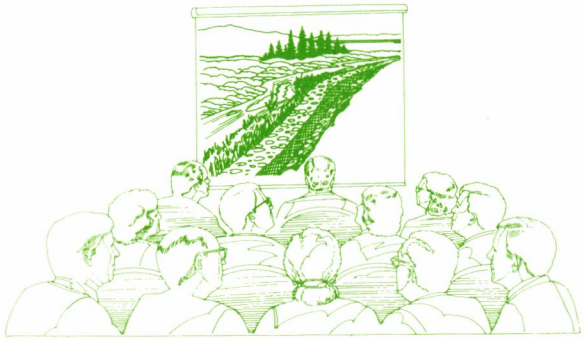


The Medium—How Shall We Convey the Information?

Once the mineral showcase audience and message have been determined, attention should turn to the job of communicating the message through proper design and presentation.

Showcasing—Attention to Details

There are key considerations in mineral activity showcasing, some seemingly insignificant, which can contribute greatly to the success of the effort. "Guide to Showcasing Mineral Activities" has checklists for both onsite and offsite presentations for those getting ready to showcase a mineral operation.



Evaluating Success and Making Improvements

- Are the showcase objectives being met? Are the target audience, message focus, and media decisions still valid? Questions like these should be answered in periodic evaluations of the overall mineral showcase effort. Changes should be made as needed to keep the effort viable.

- Also, it is important to determine audience reaction to individual presentations or other specific aspects of the program. How do people feel about the mineral operation? What benefits have they obtained from the visit or presentations?

Remember . . . a good word passed along from satisfied and enlightened members of the audience to friends is the most effective way of letting others know that minerals can be developed in harmony with other natural resources and values.

For More Information

Persons interested in setting up and implementing a showcasing effort are encouraged to consider the more detailed suggestions and ideas found in "Guide to Showcasing Mineral Activities," FS-440, which can be obtained by writing to the

Chief, USDA Forest Service
P.O. Box 96090
Washington, DC 20090-6090

or to the Regional Forester, USDA Forest Service, at any of the following locations:

Northern Region
Federal Bldg.
P.O. Box 7669
Missoula, MT 59807

Rocky Mountain Region
11177 West 8th Ave.
P.O. Box 25127
Lakewood, CO 80225-2098

Southwestern Region
Federal Bldg.
517 Gold Ave., SW
Albuquerque, NM 87102

Intermountain Region
Federal Bldg.
324 25th St.
Ogden, UT 84401

Pacific Southwest Region
630 Sansome St.
San Francisco, CA 94111

Pacific Northwest Region
319 SW Pine St.
P.O. Box 3623
Portland, OR 97208

Southern Region
1720 Peachtree Rd., NW
Atlanta, GA 30367

Eastern Region
310 West Wisconsin Ave.
Milwaukee, WI 53203

Alaska Region
Federal Office Bldg.
P.O. Box 21628
Juneau, AK 99802-1628

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